

REMARKS

Claims 1, 3 – 8, 11, 12, 14, 18 – 20 and 22 – 27 are pending in the present application, wherein claims 25 – 27 are newly added by the present amendment. Claims 2, 9, 10, 13, 15 - 17 and 21 were previously canceled. Reconsideration of the application is respectfully requested.

In the Office Action, claims 1, 3 – 8, 11, 12, 14, 18 – 20 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent Application Publication No. 2004/0153663 to Clark et al. (hereinafter “the Clark et al. publication”), in view of U.S. Patent Application Publication No. 2003/0088553 to Monteverde (hereinafter “the Monteverde publication”). Applicants are traversing this rejection.

Claim 1 provides for a method for data cleansing. The method includes matching a single best address to a database having unique business identifiers associated with addresses, to find a matching address for correction of an input address.

The Office Action, near the bottom of page 3, suggests that the Clark et al. publication paragraphs at 0032-0034 and 0043, and the Monteverde publication at paragraphs 0016 and 0036, each discloses the matching step of claim 1. Applicants respectfully disagree.

The Clark et al. publication discloses a technique that includes comparing a new address to a reference address (par. 0028). Paragraphs 0032 – 0034 message elements or data inputs of the new address and the reference address. Paragraph 0043 describes some actions that may be undertaken, based on the result of comparing the new address and the reference address. For example, paragraph 0043 explains that if the new address and the reference address match, then either no further action will be taken, or the address will be checked to make sure that it is not a warm address or that it is not an undeliverable address. Paragraphs 0032 – 0034 or 0043 do not mention either of (i) a database of unique business identifiers or (ii) correction of an input address.

Although the Office Action does not mention paragraphs 0044 – 0086 of the Clark et al. publication with regard to the matching operation of claim 1, Applicants note that paragraphs 0044 – 0086 discuss further processing of an address to obtain other information such as demographic data (par. 0045). However, paragraphs 0044 – 0086 do not mention either of (i) a database of unique business identifiers or (ii) correction of an input address.

Moreover, the Clark et al. publication does not include any of the character strings, “unique business ident”, “unique ident” or “correct.”

The Monteverde publication paragraph 0016 states:

Still a further object of the present invention is to track searcher activities when utilizing the service provider's search engine to determine which Internet sites are visited most within a given category and implement that data into an evolving system that will update the database and provide the searcher's with the most relevant Internet site(s) for any given search term based upon prior results.

Paragraph 0016 does not mention either of (i) a database of unique business identifiers or (ii) correction of an input address.

The Monteverde publication paragraph 0036 describes aspects of a methods illustrated in FIGS. 4 and 5, and more specifically explains that the invention described therein may utilize statistical market research data to determine the most popular Internet sites assigned to that particular most popular topical category. However, paragraph 0036 does not mention either of (i) a database of unique business identifiers or (ii) correction of an input address.

Moreover, the Monteverde publication does not include any of the character strings, “unique business ident”, “unique ident” or “correct.”

Whereas:

- (A) none of the cited passages of either of the Clark et al. publication or the Monteverde publication mentions either of (i) a database of unique business identifiers or (ii) correction of an input address; and
- (B) neither of the Clark et al. publication nor the Monteverde publication includes any of the character strings, “unique business ident”, “unique ident” or “correct”,
- Applicants submit that neither of the Clark et al. publication nor the Monteverde publication discloses or suggests matching a single best address to **a database having unique business identifiers associated with addresses**, to find a matching address for **correction of an input address**, as recited in claim 1. Hence, claim 1 is patentable over the cited combination the Clark et al. publication and the Monteverde publication.

Claims 12 and 20 are independent claims, and each includes a recital similar to that of claim 1, as described above. Accordingly, claims 12 and 20, for reasons similar to that of claim 1, are patentable over the cited combination the Clark et al. publication and the Monteverde publication.

Claims 3 – 8 and 11 depend from claim 1, and claims 14 and 18 depend from claim 12. By virtue of these dependencies, claims 3 – 8, 11, 14 and 18 are also patentable over the cited combination the Clark et al. publication and the Monteverde publication.

Applicants are requesting reconsideration and a withdrawal of the section 103(a) rejection of claims 1, 3 – 8, 11, 12, 14, and 18 – 20.

In section 3 of the Office Action, claims 22 – 24 are rejected under 35 U.S.C. 103(a) as being unpatentable over the Clark et al. publication and the Monteverde publication, in further view of U.S. Patent Application Publication No. 2004/0107205 to Burdick et al. (hereinafter “the Burdick et al. patent”).

Claims 22 - 24 depend from claims 1, 12 and 20, respectively. Above, Applicants explained that each of claims 1, 12 and 20 is patentable over the cited combination of the Clark et al. publication and the Monteverde publication. Applicants are submitting that the Burdick et al. patent does not disclose

or suggest matching a single best address to a **database having unique business identifiers associated with addresses**, to find a matching address for **correction of an input address**, and therefore, does not make up for the deficiency of the Clark et al. publication and the Monteverde publication as they relate to claims 1, 12 and 20. Accordingly, Applicants further submit that claims 1, 12 and 20, and claims 22 – 24, by virtue of their respective dependencies, are all patentable over the cited combination of the Clark et al., Monteverde and Burdick et al. publications.

Reconsideration and a withdrawal of the section 103(a) rejection of claims 22 – 24 are respectfully requested.

Applicants are adding claims 25 - 27 to even further provide the claim coverage that Applicants appear to deserve based on the prior art that was cited by the Examiner. Below, Applicants are highlighting what they believe to be a particularly distinguishing feature of each of claims 25 – 27.

Claim 25 depends from claim 1, and further recites that the receiving includes receiving a unique business identifier, and the matching also includes matching the unique business identifier to the database, to find the matching address for correction of the input address. The specification, in a passage at page 10, line 30 - page 11, line 2, for example, describes the inclusion of a unique business identifier in an input file. Applicants do not believe that any of the cited references discloses receiving a unique business identifier, and the matching also includes **matching the unique business identifier to the database**, to find the matching address for correction of the input address, as recited in claim 25. Thus, claim 25 is patentable over the cited references.

Claims 26 and 27 each includes a recital similar to that of claim 25. As such, claims 26 and 27, similarly to claim 25, are also patentable over the references.

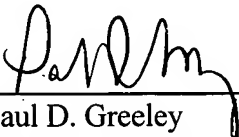
A favorable consideration that also results in the allowance of claims 25 - 27 is earnestly solicited.

In view of the foregoing, Applicants respectfully submit that all claims presented in this application patentably distinguish over the prior art. Accordingly, Applicants respectfully request favorable consideration and that this application be passed to allowance.

Respectfully submitted,

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